

# thuy d. nguyen curriculum vitae

Tel: 940.765.1727  
e-Mail: [thuy.nguyen@unt.edu](mailto:thuy.nguyen@unt.edu)  
[tnentanglement@gmail.com](mailto:tnentanglement@gmail.com)  
9729 Bodega Bay Road  
Fort Worth, TX 76177

## EDUCATION

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<b>University of North Texas – Denton, Texas</b> <ul style="list-style-type: none"><li>• Doctor of Philosophy in Marketing</li><li>• Honors graduate with a 3.9 GPA</li></ul>	02/2011 – 12/2014
<b>Southern Methodist University, Cox School of Business – Dallas, Texas</b> <ul style="list-style-type: none"><li>• MBA, Entrepreneurial Strategies</li><li>• Honors graduate with a 3.9 GPA</li></ul>	09/2001 – 05/2004
<b>University of North Texas – Denton, Texas</b> <ul style="list-style-type: none"><li>• BBA, Marketing</li><li>• Magna cum Laude graduate with a 3.9 GPA</li></ul>	05/1995 – 08/1998
<b>AACSB - Association to Advance Collegiate Schools of Business Accreditation</b> <ul style="list-style-type: none"><li>• Online Teaching Effectiveness Seminar Certificate</li></ul>	Spring 2019

## PROFESSIONAL EXPERIENCE

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<b>Clinical Assistant Professor of Marketing</b> , reporting to Department Chair University of North Texas – Denton, Texas	01/2022 – present
<b>MBA, Director</b> , reporting to the Dean Midwestern State University – Wichita Falls, Texas <ul style="list-style-type: none"><li>• Key Action: Increased enrollment and improved curriculum</li><li>• Result: 150% increase in enrollment, designed a new Business Analytics concentration</li></ul>	05/2019 – current
<b>Associate Professor of Marketing</b> , reporting to Department Chair <i>Early tenured</i> Midwestern State University – Wichita Falls, Texas	08/2020 – current
<b>Assistant Professor of Marketing</b> , reporting to Department Chair Midwestern State University – Wichita Falls, Texas	01/2015 – 08/2020
<b>Account Manager</b> , reporting to Branch Manager Johnson Controls – Dallas, Texas - a process control & energy conservation company <i>Responsibilities:</i> Develop strategies and tactics for sales campaigns <ul style="list-style-type: none"><li>• Key Action: Developed education and brand awareness messaging that targeted superintendents of independent school districts</li><li>• Result: Generated a 10% qualified response rate.</li><li>• Key Action: Designed new energy efficiency presentation for targeted customers</li><li>• Result: 5% new qualified sales opportunities</li><li>• Key Action: Developed new pricing strategy designed for rapid share acquisition of new market opportunity</li><li>• Result: Produced 12 new service contracts</li></ul>	12/2006 - 07/2008

- Key Action: Developed and executed direct mail campaigns that targeted facilities managers and operations directors
- Result: Realized a 2% response rate that fostered more activity with existing customers

**Director of Marketing**, reporting to founder and President

04/2004 - 12/2006

Duong Tran: Ho Chi Minh, Vietnam – a startup international import/export company

*Responsibilities:* Identify and quantify consumer insights, consumer behavior, brand loyalty, and brand value.

- Key Action: Implemented consumer survey programs that identified and quantified product improvement and new product needs.
- Result: Created competitive advantages that increased gross margins by 20%.
- Key Action: Managed products from design through manufacturing; controlled packaging & vendor selection
- Result: Reduced product return rate by 40%.

**Sales Representative**, reporting to Solutions Executive, Americas

11/1998 - 04/2004

Earlier IBM positions included an internship, direct sales, and direct marketing

IBM Sales & Distribution Group – Dallas, Texas – a global technology company

*Responsibilities:* Initiated business justification research and marketing campaigns for an entrepreneurial business unit within IBM operations.

- Key Action: Developed and led solutions-oriented web seminars for IBM's Industrial sector customers
- Result: Contributed to 11% sales increase
- Key Action: Developed and executed demand email and direct mail campaigns that targeted IT managers, IT directors, and operations directors
- Result: Realized a 2% response rate that fostered more activity with existing customers

## TEACHING RESPONSIBILITIES

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**University of North Texas (2022-present)**

*Graduate Marketing Research and Analytics – MKTG 5250*

- Spring 2023

*Undergraduate Honor Thesis Mentor – MKTG 4951*

- Spring 2023 - Jennifer Hanchette

*Undergraduate Marketing Research – MKTG 3710: traditional*

- Spring 2023
- Fall 2022
- Spring 2022

*Undergraduate Marketing Metrics – MKTG 3700: online*

- Winter 2022

*Undergraduate Marketing Metrics – MKTG 3700: traditional*

- Spring 2023
- Fall 2022
- Spring 2022
- Fall 2021

*Undergraduate Principles of Marketing for non-Business Majors – MKTG 3651: traditional*

- Fall 2022

*Undergraduate Advertising Management-MKTG 3660: traditional*

- Spring 2022

**Midwestern State University (2015-2021)**

*Graduate Marketing Strategy – MKTG 5513: online*

- Spring and Summer I 2022
- Spring and Summer I 2021

*Graduate Special Topics in Marketing – MKTG 6663: online*

- Summer I 2022
- Summer I 2021
- Summer I 2020
- Summer I 2019

*Graduate Independent Study – MKTG 6553: online*

- Spring 2022
- Spring 2020
- Summer I 2019

*Undergraduate Marketing Research – MKTG 4143: online, hybrid, and traditional*

- Spring 2021
- Fall 2019 and Spring 2020
- Fall 2018 and Spring 2019
- Fall 2017 and Spring 2018
- Fall 2016 and Spring 2017
- Fall 2015 and Spring 2016
- Spring 2015

*Undergraduate Marketing Metrics – MKTG 3953: online, hybrid, and traditional*

- Fall 2021
- Fall 2020 and Spring 2021
- Fall 2019 and Spring 2020
- Fall 2018 and Spring 2019
- Fall 2017 and Spring 2018
- Fall 2016 and Spring 2017
- Fall 2015 and Spring 2016
- Spring 2015

*Undergraduate Professional Selling – MKTG 3763: hybrid and traditional*

- Fall 2021
- Fall 2020 and Spring 2021
- Fall 2019 and Spring 2020
- Fall 2018 and Spring 2019
- Fall 2017 and Spring 2018
- Fall 2016 and Spring 2017
- Fall 2015 and Spring 2016

*Undergraduate Independent Studies – MKTG 4553: personal discussions*

- Spring 2019
- Fall 2017 and Spring 2018
- Summer I and II 2018
- Spring 2017

*Undergraduate Principels of Marketing – MKTG 3723: online*

- Fall 2020
- Summer I, 2020

*Undergraduate Consumer Behaviors – MKTG 3823: online*

- Fall 2020

*Undergraduate Services Marketing – MKTG 4723: online*

- Spring 2015

### **University of North Texas (2011-2014)**

*Undergraduate Marketing Metrics: traditional*

- Fall 2011, Spring 2012, and Summer 2012
- Fall 2012 and Summer 2013
- Fall 2013, Spring 2014, and Summer 2014

*Undergraduate Marketing Channel: traditional*

- Fall 2011 and Spring 2012
- Fall 2012, Spring 2013, and Summer 2013

*Undergraduate Marketing Research: traditional*

- Spring 2013

## **RESEARCH AND SCHOLARLY ACTIVITY**

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### **PUBLICATIONS**

- **Refereed Journals**

- ❖ Prince, Kodua, Charles Blankson, Robert Hinson, Narteh Bedman, Swati Panda, and **Thuy D. Nguyen**. "The Relationship between CSR and CBBE in sub-Saharan Africa: The Moderating Role of Consumer Perceived Value." *Journal of African Business*, (2022). <https://doi.org/10.1080/15228916.2021.2015835>. (C)
- ❖ Chou, Shih Yung, **Thuy D. Nguyen**, Charles Ramser, and Tree Chang. "Impact of Basic Psychological Needs on Organizational Justice and Helping Behavior: A Self-Determination Perspective." *International Journal of Productivity and Performance Management*, (2021). <https://doi.org/10.1108/IJPPM-08-2019-0372>. (B)
- ❖ Qin Sun, **Thuy D. Nguyen** and Gopala Ganesh. "Exploring Study Abroad Journey: Chinese and Indian Students in U.S. Higher Education." *Journal of International Consumer Marketing* (2019). <https://doi.org/10.1080/08961530.2019.1678084>.
- ❖ **Nguyen, Thuy D.**, Qin Sun, and Gopala Ganesh. "Exploring the Role of Decision-Making Factors in International Student Marketing Engagement." *Journal of Marketing for Higher Education*, (2019): 230-250. <https://doi.org/10.1080/08841241.2019.1638483>. (B)
- ❖ **Nguyen, Thuy D.**, Shih Yung Chou, Charles Blankson, and Phillip Wilson. "The Invisible Identity in a Visible World: How Religiosity Mediates Consumer Culture and the Marketplace." *Journal of Product and Brand Management*, (2019): 15-30. <https://doi.org/10.1108/JPBM-10-2018-2066>. (A)

- ❖ **Nguyen, Thuy D.**, Charlene Dadzie, Himadri Roy Chaudhuri, and Thomas Tanner. "Self-control and Sustainability Consumption: Findings from a Cross-Cultural Study." *Journal of International Consumer Marketing*, (2019): 1-15. <https://doi.org/10.1080/08961530.2019.1576152>.
- ❖ **Nguyen, Thuy D.**, Audhesh Paswan, and Alan Dubinsky. "Allocation of Salespeople's Resources for Generating New Sales Opportunities across Four Types of Customers." *Industrial Marketing Management*, 68 (2018): 114-131. <https://doi.org/10.1016/j.indmarman.2017.10.006>. (A+)
- ❖ **Nguyen, Thuy D.**, et al. "A Multi-Analytical Examination of the Self-Control Concept." *Pacific Business Review International*, 10.4 (2017): 112-127.
- ❖ **Nguyen, Thuy D.**, et al. "Interrelationships among Facets of Self, Motivation, and Conspicuous and Sustainable Consumption Behavior." *International Journal of Business Science & Applied Management*, 10.2 (2015). <http://hdl.handle.net/10419/190662>.
- ❖ **Nguyen, Thuy D.**, Charlene Dadzie, Arezoo Davari, Francisco Guzman. "Intellectual capital through the eyes of the consumer." *Journal of Product & Brand Management*, 24.6 (2015): 554-566. <https://doi.org/10.1108/JPBM-03-2015-0837>. (A)
- ❖ Paswan, Audhesh, John Crawford, Waros Ngamsiriudom, and **Thuy D. Nguyen**, "Consumer Reaction to Price Increase: An Investigation in Gasoline Industry," *Journal of Product and Brand Management*, 23.3 (2014): 220-229. <https://doi.org/10.1108/JPBM-09-2013-0377>. (A)

#### **PRESENTATIONS AND PROCEEDINGS**

- ❖ Blankson, Charles, **Thuy D. Nguyen**, Esi Elliot, Swati Banda, Sayed Abbas Ahmed, and Pumela Msweli. "Africa Meets America: The impact of Collectivism and Individualism on Attitude towards Shopping." *21<sup>st</sup> Academy of African Business and Development*, Accra, Ghana. 5/2022.
- ❖ **Thuy D. Nguyen**, Megan Widner, Anil Khanal. "The Influences of Religiosity on Brand Engagement and Disengagement." *AMA Winter Academic Conference*, poster presentation. Las Vegas, NV. 2/2022.
- ❖ Thuy D. Nguyen, Qin Sun, and Gopala Ganesh. "The Effects of Attainment of Preferred Service Brand on Customer Journey." *American Marketing Association Summer*, poster presentation. Virtual. 08/2020
- ❖ Sun, Qin, **Thuy D. Nguyen**, and Gopala Ganesh. "Exploring the Role of Decision-Making Factors in International Student Marketing Engagement: A Comparison Study." *China Marketing International Conference*, Guangzhou, China. 07/2019.
- ❖ Sun, Qin, **Thuy D. Nguyen**, and Gopala Ganesh. "Exploring the Role of Decision-Making Factors in International Student Marketing Engagement." *Marketing Educators' Association Conference*, Phoenix, AZ. 04/2019.
- ❖ **Nguyen, Thuy. D.** and Ashley Baird. "Utility of Religious Goods." *American Marketing Association Summer*, Boston, MA. 08/2018.
- ❖ **Nguyen, Thuy D.**, Charlene Dadzie, and Himadri Chaudhuri. "Self-Control and Controlling Consumption Practices: A Cross-Cultural Study." *American Marketing Association Public Policy Conference*, Washington DC. 06/2017.
- ❖ **Nguyen, Thuy. D.**, Shair Wu., and Phil Wilson. "How Sustainable Are you? Sustainability Consumers' Reactions to Corporate Social Responsibility." *American Marketing Association Summer*, San Francisco, CA. 8/2017.
- ❖ **Nguyen, Thuy D.**, Alan Dubinsky, and Phil Wilson. "The Impacts of A3 on 4Ps." *Society of Marketing Advances Conference*, Atlanta, GA. 8/2016.

- ❖ **Nguyen, Thuy D.**, Charlene Dadzie, and Arezoo Davari. "Does Brand Equity mean Brand Equity? An Empirical Study of Consumers Based Brand Equity and Financial Based Brand Equity." *American Marketing Association Summer*. Boston, MA. 08/2013.
- ❖ **Nguyen, Thuy D.** and Audhesh Paswan. "Self-control and Sustainable Consumer Behavior." *Academy of Marketing Science*. Las Vegas, NV. 05/2013. [https://doi.org/10.1007/978-3-319-10951-0\\_201](https://doi.org/10.1007/978-3-319-10951-0_201)
- ❖ **Nguyen, Thuy D.** and Waros Ngamsiriudom. "Intra-identity Negotiation and Consumption Attitudes: The Role of Self-discrepancy." *Academy of Marketing Science*. Monterey, CA. 05/2013. [https://doi.org/10.1007/978-3-319-10951-0\\_6](https://doi.org/10.1007/978-3-319-10951-0_6)
- ❖ **Nguyen, Thuy D.**, Waros Ngamsiriudom, and Lou Pelton. "Local or Global: The Effects of Generation Y' Ethnic Struggles and Cultural Values." *Academy of Marketing Science*. Monterey, CA. 05/2013. [https://doi.org/10.1007/978-3-319-10951-0\\_221](https://doi.org/10.1007/978-3-319-10951-0_221)
- ❖ **Nguyen, Thuy D.**, Waros Ngamsiriudom, and Lou Pelton. "It's Personal, It's Not Business: The Effects of Moods on Advertisements Recall." *Academy of Marketing Science*. 05/2013. [https://doi.org/10.1007/978-3-319-24184-5\\_73](https://doi.org/10.1007/978-3-319-24184-5_73)
- ❖ Stephen W. Wang, Lou Pelton, and **Nguyen, Thuy D.** "Consumers' Willingness to Patronize Foreign-Based Business Format Franchises." *Academy of Marketing Science*. 05/2013.
- ❖ **Nguyen, Thuy D.**, Lou Pelton, and Waros Ngamsiriudom. "My Mirror Speaks: The Moderating Role of Self-discrepancy on Conspicuous and Sustainable Consumer Behaviors." *American Marketing Association Winter*. Las Vegas, NV. 12/2012.
- ❖ Ngamsiriudom, Waros and **Thuy D. Nguyen**. "Can 15 Minutes Put You in Good Hands? Revisiting Attribution Theory." *American Marketing Association Winter*. Las Vegas, NV. 12/2012.
- ❖ Ma, Mariel, **Thuy D. Nguyen**, Lili Gai, and Waros Ngamsiriudom. "Consumer Socialization to Status Consumption: A Cross Cultures Study among High School Students." *Academy of Marketing Science*. Atlanta, GA. 05/2012.

#### ***UNDERGRADUATE RESEARCH PRESENTATIONS – EURECA***

- ❖ A Study of Consumer Perspectives of Brand Betrayals and What They Expect from a Brand Following a Betrayal. Spring 2021
- ❖ Factors Influencing MBA Enrollment. Spring 2020
- ❖ Religious vs. Non-religious Branding. Fall 2019
- ❖ Student Retention at Midwestern State University. Spring 2019.
- ❖ WALC This Way: A Quantitative and Qualitative Analysis of Local Perception of the Wichita Falls Adult Literacy Council. Fall 2018.
  - *Second place oral presentation*
- ❖ Brand Attraction and Brand Attachment: What's the Difference? Spring 2018
  - *Third place oral presentation*
- ❖ Bettering the MSU Texas Experience. Spring 2018
  - *Second place oral presentation*

- ❖ A Mixed Method Study of Factors Influencing Student Enrollment at MSU Texas. Spring 2018
  - *Best oral presentation*
- ❖ Utility of Religious Goods. Fall 2017
  - *Most creative, most interdisciplinary, and best oral presentation*
- ❖ Self-Control and Sustainable Behaviors. Spring 2016
- ❖ An Empirical Study of Environmental Sustainability Practice of Wichitans and its Effects on MWSU and the City. Fall 2016.
- ❖ Is Conspicuous Consumption All that Bad? An Empirical Study of Status Consumers and Self-Gifters. Spring 2015.
- ❖ Antecedents and Outcomes of Brand Loyalty. Fall 2015
  - *Best oral presentation*
- ❖ Student Retention at DCOBA. Spring 2015
  - *Third place presentation in university-wide*
- ❖ Student Perception and Experience at MWSU. Spring 2015

### ***PROFESSIONAL INVOLVEMENTS***

**American Marketing Association** – the flagship association of Marketing discipline  
Member, DFW Chapter Ongoing

**International Journal of Marketing Studies**  
Member of the Review Board Fall 2017  
-Spring 2022

**Session Chair**  
American Marketing Association Conference - the flagship conference of Marketing discipline Summer 2018  
Marketing Educators' Association Conference Spring 2019

**Member**  
Direct Selling Education Foundation – a nonprofit organization that promotes direct selling in higher education Fall 2018-current

### ***CONSULTATIONS***

**Sales Consultant**  
Pacific Coast Optics - a private-owned and well-respected company in the optics industry Fall 2017-current

**Sales Trainer**  
Tre Magazine – a private-owned ethnic magazine with circulation all over the U.S. Fall 2016

### **SERVICES**

#### ***UNIVERSITY OF NORTH TEXAS***

**Diversity Inclusion Equity** Spring 2022  

- Project Leader – researched students' perceptions of diversity, inclusion, equity



**Department Faculty Search Committee**

- Committee member

Spring 2023

**Personal Affair Committee**

- Committee member

Spring 2023-present

**Curriculum Committee**

- Committee member

Spring 2023-present

***MIDWESTERN STATE UNIVERISTY*****Teaching and Learning Resource Center**

- Committee member

Fall 2017-current

**University Library Committee**

- Committee member

Fall 2016-current

**Dr. Billie Doris McAda Graduate School**

- MBA Director

Summer 2019-current

**University Redwine Honors Program**

- Faculty panelist

Spring 2019

**University Enrollment Management Subcommittee**

- Committee member

Fall 2018

**University Undergraduate Research**

- Presentation evaluator

Spring 2018-19

**College Research Committee**

- Committee member

Fall 2019-current

**College Institutional Review Board**

- IRB Reviewer

Fall 2019-current

**College Curriculum Review Committee**

- Create two new MKTG concentrations: Social Digital and Marketing Analytics
- Committee member

current

Fall 2018-current

**College Globalization Committee**

- Committee member

Fall 2018-current

**Graduate Recruitment Taskforce Committee**

- Committee member

Fall 2021

**University and College Search Committees**

- Marketing faculty search committee member
- Marketing faculty search committee member
- Management faculty search committee member
- Nonprofit instructor search committee member
- Dean search committee member
- Marketing faculty search committee member

Spring 2023

Spring 2019

Fall 2018

Fall 2018

Spring 2017

Spring 2017

**University and College Taskforce and Initiatives**



- First Generation Faculty committee member Spring 2019
- Generation X faculty committee member Spring 2019
- Professional Development committee member Fall 2018
- Museum strategic planning committee member Spring 2017

#### **University and College Recruitment Initiatives**

- Northwest ISD College Fair Fall 2018
- Fort Worth ISD College Fair every Fall since 2015
- DECA - Distributive Education Clubs of America - Statewide Competition Spring 2018
- Eaton High School Spring 2016

#### **National Academic Judge**

- International Collegiate Sales Competition –  
the second most prestigious nationwide undergraduate professional sales competition every Fall since 2015
- National Collegiate Sales Competition –  
the first and most prestigious nationwide undergraduate professional sales competition Spring 2016

### ***PROFESSION***

#### **Reviewer**

- European Journal of Marketing
- Journal of Consumer Behavior
- Journal of Product and Brand Management
- Journal of Services Marketing
- Journal of Marketing Education
- Journal of Advancement for Marketing Education
- International Journal of Marketing Studies
- American Marketing Association Conference
- European Marketing Association Conference
- Academy of Marketing Science
- Global Sales Science Institute Conference
- National Conference in Sales Management
- Advanced Marketing Science – World Marketing Congress

#### **Invited Lecturer**

- University of North Texas Spring 2017

### ***COMMUNITY***

#### **Board Member**

6Stones -  
a nonprofit organization providing material and spiritual needs for the hopeless Spring 2021- current

#### **Torch Award Committee Member**

Wichita Falls Better Business Bureau Fall 2018 – 2021

Wichita Falls Adult Literacy Council –  
a nonprofit organization promoting literacy

Fall 2017 – 2019

#### **Speaker**

Small Business Development Center of Wichita Falls –  
a State agency promoting regional economic development

Fall 2017 - 2020

**Catechist**

Saint Elizabeth Ann Seton Catholic Church

Spring 2017

**Board Member**

Instructional Board of Chisholm Trail Intermediate School, Keller ISD

Fall 2016 - Spring 2017

**AWARDS AND HONORS**

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**University of North Texas**

- Dean Summer Research Grant

Summer 2022

**Midwestern State University**

- Intramural Grant

Summer 2021

**International Collegiate Sales Competition** – an 80-universities and 200-400 students nationwide competition

- Rising Star Award

Fall 2016

**IBM - International Business Machine** – a leader in the technology industry

- IBM Leadership Development Program
- IBM Sales Representative of the Year
- IBM Marketing Excellence Award (five consecutive years)

2002-2003

2001

1999-2004